



the **NEWS**

COUNTDOWN TO 2010

Preparing for the HCFC Phaseout

THE NEWS' COVERAGE INCLUDES:

1. Six-Part Special Section in *The NEWS*
2. Special Microsite on achrnews.com
3. Editorial Video Series

**Coverage
Begins
February
2009**

the **NEWS** COUNTDOWN TO **2010**



Special Section

The NEWS will bring you a special six-part section titled **Countdown to 2010**. These highly focused, in-depth issues will feature information for contractors, distributors and manufacturers regarding the phase-out of HCFC refrigerants such as R-22 and the adoption of HFCs such as R-410A in the HVACR marketplace.

In addition to these special six sections, *The NEWS* will also produce a series of refrigeration videos which will appear on our new **Countdown to 2010** microsite as well as our home page. The purpose is to motivate contractors to find out more about the coming changes in their business. Advertisers will have the opportunity to purchase video spots as well.

The NEWS editors
help contractors
prepare for and
profit from the
changes coming
in 2010.

Circulation & Readership

Strategically positioned throughout the year, the **Countdown to 2010** special sections will reach the entire circulation of *The NEWS*. Your ad will be exposed to over 112,000* contractors, wholesalers and other HVACR industry professionals.

Extended Shelf Life

This highly-targeted special section features in-depth editorial with extended shelf life and pass-along value. Contractors and wholesalers will use these issues year-round to stay informed of the new refrigerant changes and to help educate and train their employees. Increase your exposure and brand awareness with an ad in **Countdown to 2010**.

Advertising Rates

Ads in the **Countdown to 2010** special sections are available at a significant reduced rate from our 1-time rate card rate. You can purchase a junior page, 4-color ad for only \$6,150, which represents a 35% discount off *The NEWS*' rate card.

Black & White Rates

Size	Dimensions	1-2x	3-6x
Junior page	8 1/8" x 10"	\$5,420	\$4,850
1/2 page vertical	4" x 10"	\$2,965	\$2,560
1/2 page horizontal	8 1/8" x 5"	\$2,965	\$2,560
1/3 page square	6" x 5"	\$1,780	\$1,535
1/4 page square	4" x 5"	\$1,355	\$1,215

Color Charges

2/color: \$360 additional per ad

4/color: \$730 additional per ad

ALSO AVAILABLE
Countdown to 2010
Microsite and Video
Advertising Opportunities.
See back page for details.

Extra Bonuses

- Copies of these special sections are available for distributor or contractor mailings. Ask your sales rep for details.
- A digital edition of all six special sections will be produced and placed on the **Countdown to 2010** microsite.

ISSUE dates

FEBRUARY 9 2009

It's More than New Gas

What is happening with the supply and demand for R-22 and R-410A changes everything about your business. You may only see the new refrigerant as the tip of the iceberg, but most of the changes for your business lie beneath the surface. Many contractors are slow to adopt the new refrigerant, clinging on to R-22 for as long as is humanly possible. However, those that understand the timeline from 2010 through 2030 have already begun to make preparations for their future – and the future of their customers.

Ad Closing: **JANUARY 22****APRIL 20 2009**

Capturing the Refrigerant Myths

Installing and servicing air conditioning systems with new refrigerants isn't mystical science, but there are many myths associated with R-410A. How are R-410A and R-22 so different? Why aren't more units being changed out at this point? What is getting in the way of this transition?

Ad Closing: **APRIL 1****JUNE 22 2009**

Developing a Business Strategy for 2010

As contractors work through the summer, there is no doubt that many of their customers are asking about new, environmentally friendly refrigerants and their options. Though selling a homeowner an R-22 unit just six months before the last one comes off of the assembly line might be a dying practice there will be many customers that opt for an old-style unit. There must be a plan to service the existing base of R-22 units.

Ad Closing: **JUNE 3****AUGUST 24 2009**

Training and Education Challenges

With the well-known labor shortages affecting the HVACR industry, contractors are constantly looking for ways to effectively train their workforce. A look at RSES, ACCA and other training groups who are putting their nose to the 2010 grindstone.

Ad Closing: **AUGUST 5****OCTOBER 05 2009**

Zeroing in On Commercial Refrigeration

In the residential market, the transition to R-410A is just about the only game in town. However, commercial refrigeration has a different set of rules altogether. If you are selling chillers, or supermarket refrigeration you want to know about R-134a, R-123, R404A and others. How does the HCFC switch affect you?

Ad Closing: **SEPTEMBER 16****NOVEMBER 23 2009**

Educating and Marketing to the Consumer

Customers usually buy what their HVACR contractor tells them to buy. At the end of 2009, they are likely to know very little about the changeover from HCFC to HFC refrigerants. Getting customers receptive to a new sales pitch is going to take some extra effort. Here is how to get a head start on your competition.

Ad Closing: **NOVEMBER 4**

ONLINE at achrnews.com

Microsite

In addition to our print coverage, *The NEWS* will launch a special microsite devoted to the **Countdown to 2010**. Articles from the special sections along with related refrigerant feature stories from recent pages of *The NEWS* will be posted to this site. At www.achrnews.com contractors and wholesalers can educate themselves on the new refrigerants and equipment – and learn how the switchover to R-410A will affect their business.

Microsite Ad Rates

- **Sponsor Button**
\$4,435 per year (\$369.58 per month)
These ads do not rotate. 120 x 60 pixels.
- **Banner Ad**
\$3,270 per year (\$272.50 per month)
These ads rotate. 468 x 60 pixels.
Up to 15 ads can rotate in banner spot.
- **Skyscraper Ad**
\$8,700 per year (\$725 per month)
These ads rotate. 120 x 600 pixels.
Up to 10 ads can rotate in skyscraper spot.

Video Series

A four-part video series produced by the editorial staff of *The NEWS* will be posted to our microsite and homepage (www.achrnews.com). These three to four minute videos will include the following topics and information...

- 1 What's Happening**
An overview of the 2010 transition.
- 2 Business Strategy Changes**
Inventory decisions, accounting procedures for reclaim and training for technicians.
- 3 The Changing Product Landscape**
Review of new refrigerants, unitary products, accessories and tools.
- 4 Taking it to the Consumer**
How to prepare consumers for the long-term impact of the changes.

Video Advertising Opportunities

Advertisers can benefit too! Purchase a video sponsorship for any or all of the four-part editorial videos and take your ad campaign to the next level.

- **Full Sponsorship – \$4,500**
You receive two 30-second ad spots. These ads are placed at the beginning and end of one of the videos.
- **Half Sponsorship: Front Ad Spot – \$3,000**
Half Sponsorship: Back Ad Spot – \$2,000
You receive one 30-second ad spot. This ad can be placed at the beginning or end of one of the videos.
- **Partnership – \$7,000**
You receive two 30-second ad spots PLUS involvement in the production of the video with an executive interview and/or site visit.
- **Supplied Videos – \$7,000**
Create your own video that we'll place on our microsite.



the **NEWS**
COUNTDOWN TO
2010



To advertise in *The NEWS*, or for additional information, please contact a sales manager below.

DWAIN HOLMGREN
Central Advertising Manager
219/926.5173
dwainholmgren@achrnews.com

KATHY JANES
Business Development Manager
248/244.6457
kathyjanes@achrnews.com

FELIPE ARIAS
Eastern Advertising Manager
864/288.2231
felipearias@achrnews.com

MARY WRAY
HVACR Directory Publisher
248/244.6488
wraym@bnpmedia.com

MICHAEL O'CALLAGHAN
Southwest/West Advertising Manager
770/967.9413
michaelocallaghan@achrnews.com

MICHAEL O'CONNOR
Classified Advertising Manager
610/354.9552
oonorm@bnpmedia.com